

LEO BURNETT U.S.A.

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PLAYERS LIGHTS 25¢
5 free in every pack.



I'm
tickled
pink!



25 of the finest
for the price of 20.



Kings & 100's
Regular and Menthol

\$0.99 suggested pricing based on full price brands.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 10 mg "tar," 0.8 mg nicotine - 100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/nikn0013

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